

# 1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$						1	2
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february							august						
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may							november						
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january							march						
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february							april						
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8 EAST 77th STREET  
NEW YORK 21, N. Y.



# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 30, 1955</u>			
May 30	MEMORIAL DAY--Legal Holiday (Monday).		
Tuesday May 31 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Elfreda's Fall collection, designed by Andrew Woods, will be presented to the press. By invitation. <u>Trade showings from June 7 at 1:00 P.M. daily.</u> Contact: Marilyn Carroll or Joe Arnone, CH. 4-2659.	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday May 31	TRADE SHOWINGS: PARIS FASHIONS BY TRICOSA Complete collection of haute couture knitwear at new showroom. By appointment. Contact: WI. 7-3968. Publicity: Sue Gardner, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 31ST FLOOR
Tuesday May 31	OPENING OF FALL DRESS COLLECTION Daily showings at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 31	PLASTIC EYE SHIELDS FOR SPORTS "See-Shells"--plastic eye shields. Contact: Ellen Lockwood, WI. 7-6122.	CARIBBEAN PLASTIC CO.	ELLEN LOCKWOOD 1410 BROADWAY-19 FL.
Beginning Monday May 31	ORIGINAL HOLIDAY AND CRUISE MODELS Renee Karel designs for manufacturing trade only. Contact: LO. 4-6289.	RENEE KAREL MODELS	110 WEST 40TH STREET SHOWROOM - 17TH FLOOR
Wednesday June 1 8:45 A.M. Breakfast	BREAKFAST CLINIC AND "AUGUST" ISSUE FASHIONS Presentation of Fall fashions from the August issue. Admission by ticket for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL AMBASSADOR PARK AVE. AT 51ST ST.
Wednesday June 1 9:30 A.M.- 12:00 Noon	PRESS PREVIEW OF SCARVES FOR FALL Scarves by Vera. Introducing Haitian officials. By invitation. <u>Trade from June 6.</u> Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 1 9:30 A.M.- 5:00 P.M.	PREMIERE SHOWING OF NEW SHOE FASHIONS First showing of the new Mannequin Shoes for Fall and Winter. By invitation only. Contact: Ruth Prince, PE. 6-5700, Ext. 1195.	MANNEQUIN SHOES, INC. (DIV. OF GENERAL SHOE)	WALDORF-ASTORIA ASSEMBLY SUITE
Beginning Wednesday June 1 9:15 A.M.	PRESS PREVIEW OF FALL COLLECTION Daytime, cocktail and evening fashions. By invitation. Contact: Ruth Lynford, EL. 5-5275. Publicity: Elizabeth Maher Assoc., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday June 1 10:00 A.M.	OPENING OF FALL COLLECTION Daily at 10:00 A.M. By invitation and appointment. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 1 12:00 Noon Luncheon	ANNUAL INFANTS' LUNCHEON SHOW Kleinert's annual luncheon for infants' wear buyers and press. By invitation. Publicity: Virginia MacAuley at Kleinert's, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	HOTEL SHERATON ASTOR GRAND BALLROOM
Wednesday June 1 12:30 P.M. Luncheon	EIGHTEENTH ANNUAL GRADUATION LUNCHEON Presentation of awards to outstanding alumnae. Tobe-Coburn contact: Florence Schaeffer, TR. 9-4644. Publicity: Beatrice Cannon, CH. 4-1219.	TOBE-COBURN INSTITUTE FOR FASHION CAREERS	WALDORF-ASTORIA EMPIRE ROOM
Wednesday June 1 3:45 P.M. Cocktails	PREVIEW OF FALL COLLECTION Designed by Melba Hobson. By invitation. <u>Trade from June 2.</u> Contact: WI. 7-5285. Publicity: Sidney Dee Bloeme, JU. 6-4490.	HEATHERLANE	1385 BROADWAY SHOWROOM - 2ND FLOOR
Wednesday June 1 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Pierre Balmain collection for Fall-Winter. <u>Trade June 8, 9, 10, 13, 15, 17--10:30 A.M.</u> By invitation. Contact: Dorothy Smith, CH. 4-2659.	PIERRE BALMAIN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
Wednesday June 1 4:00 P.M.	PREVIEW OF GLASSWARE AND DINNERWARE By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Wednesday June 1	OPENING OF FALL COLLECTION Afternoon, cocktail, evening fashions. By appointment. Contact: PL.5-9135.	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM
Beginning Wednesday June 1	OPENING: KAREN LEE KNITTED COLLECTION Knitted suits, dresses and ensembles for Fall. Contact: OX. 5-1168. Publicity: Laurel Cutler, C. J. Herrick, TR. 9-6310.	ARROWHEAD KNITTING MILLS	1407 BROADWAY SHOWROOM - 32ND FL.
Beginning Wednesday June 1	OPENING: FALL HAND KNIT DRESSES Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	ANN FLEISCHER	16 WEST 57TH STREET SHOWROOM
Thursday June 2 9:00 A.M. Breakfast	BONNIE CASHIN DESIGNS AT BREAKFAST PREVIEW Bonnie Cashin's Fall leather collection for Philip Sills; Fall coats and suits for Siggy. <u>Showing at 9:30 A.M.</u> By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	PHILIP SILLS; SIGGY COATS	HOTEL PIERRE BALLROOM
Thursday June 2 9:30 A.M. Coffee	PRESS PREVIEW: VELVET TRANSITIONAL HATS Transitional velvet millinery for Summer-into-Fall will be presented to the press by Ohrbach's. By invitation. Publ.: Mark Klauser, OX. 5-4000.	OHRBACH'S	3RD FLOOR MILLINERY OVAL ROOM
Thursday June 2 10:30 A.M. And 11:30 A.M.	PRESS PREVIEWS OF FALL COLLECTIONS Fall dresses, suits and ensembles by <u>Leonard Arkin at 10:30 A.M.--trade at 10:30 and 3:30, from June 6; Andrew Arkin at 11:30 A.M.--trade at 11:30 and 2:30, from June 6.</u> Contact: Miss Freddy Rosenstock, WI. 7-5324.	LEONARD ARKIN & SON; ANDREW ARKIN, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 2 11:00 A.M.	ANNUAL GRADUATION LUNCHEON By invitation. Contact: Frieda S. Curtis, Dean, CH.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA SERT ROOM 4-5288.
Thursday June 2 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Frank Gallant Originals -- coats and suits for Fall. By invitation. <u>Trade from June 7 at 11:00 A.M.</u> Contact: Herbert Gallant, LA.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR 4-7286.
Thursday June 2 11:00 A.M. And 3:00 P.M.	PREVIEWS OF JUNIOR FALL COLLECTIONS Coats, suits and ensembles at 11:00 A.M.; dresses and costumes at 3:00 P.M. By invitation. <u>Trade from June 7 at 10:30 and 3:00.</u> Contact: Ray Horwitz, LO.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR 4-1860.
Thursday June 2 12:00 Noon Buffet	PRESS PREVIEW OF FALL COLLECTIONS "Fashion Vista"---Sylvan Rich's Martini and Leisure Boutique collections. ( <u>Note Change of Date</u> ). By invitation. <u>Trade from June 8 at 10:30 A.M.</u> Publicity: Mildred Kaldor, MU.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR 9-5420.
Thursday June 2 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Dresses, suits and ensembles, designed by Belle Saunders. By invitation. <u>Trade from June 7 at 11:30 and 3:30.</u> Publ.: Betty Yarmon, LO.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR 4-9194.
Thursday June 2 2:30 P.M.- 6:00 P.M. Cocktails	PRESS EXHIBITION OF MORSE SEWING MACHINES Exhibition and demonstration of new developments in design; simplified Automatic Zigzag and Straight-Stitch machines for home sewing. By invitation. Contact: AL.	MORSE SEWING MACHINE CORP. (122 W. 26 ST.)	HOTEL PLAZA WHITE & GOLD SUITE PL. 7-3170.
Thursday June 2 3:30 P.M. Cocktails	PREVIEW OF FALL SUIT COLLECTIONS Briarbrook, misses and petites; Birchbrook Juniors, designed by Stefan. By invitation. <u>Trade from June 3 at 10:30 and 2:30. in showroom.</u> Contact: Isabelle Crawford, BR.	BRIARBROOK & BIRCHBROOK JUNIORS (512 SEVENTH)	SHERRY NETHERLAND CRYSTAL PAVILLION BR. 9-7700.
Thursday June 2 4:00 P.M.	PREVIEW OF FALL JUNIOR COLLECTION Preview of Hayette Junior's. By invitation. Publ.: Terry Mayer, BR.	HAYETTE JUNIORS	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR 9-6560.
Thursday June 2 4:00 P.M.	PREVIEW OF FALL COLLECTION Preview for the press and resident buyers of Fall collection. By invitation. <u>Trade from June 6 at 12:00 Noon daily.</u> Contact: LO.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR 5-0525.
Thursday June 2 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION By invitation. <u>Trade from June 7 at 1:15 P.M.</u> Contact: Barbara Yarosh at Alfred Davidson Assoc., PL.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR 5-0868.
Thursday June 2- June 3 4:00 P.M.	PREVIEW OF FALL COLLECTION Previews, June 2 & 3 at 4:00 P.M. By invitation. <u>Trade from June 6 at 10:00 and 4:00 daily.</u> Contact: Peter Galligan, BR.	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR 9-7880.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 2 4:00 P.M.- 6:00 P.M. Cocktails	HAIR FASHION SHOW-- PREMIERE FOR PRESS New fashion wing, "Coiffures Americana," for department store beauty salons in 50 cities. Hair-styling show and demonstration by Ruel, Style Director. By invitation. Publicity: Barkann & Platt, 57 W. 57th, PL. 5-8252.	AMERICAN HAIR DESIGN INSTITUTE	WALDORF-ASTORIA JANSEN SUITE
Thursday June 2 4:00 P.M.- 7:00 P.M. Cocktails	LADY HATHAWAY SHIRTS BY DIGBY MORTON Designs by Digby Morton of Lady Hathaway shirts and Custom Craft skirts will be on display at a cocktail party for fashion coordinators and press. By invitation only. Publicity: Janet Laib at Hathaway, MU. 9-4157.	C.F. HATHAWAY CO.	HATHAWAY HOUSE 112 EAST 40TH STREET
Thursday June 2	PREVIEW: FALL JEWELRY COLLECTION Preview of Marvella's Fall collection of pearls and beads for resident buyers and press. By invitation. <u>Trade from June 6.</u> Contact: MU. 5-9671.	MARVELLA PEARLS	383 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Friday June 3 9:00 A.M. Breakfast	PREVIEW OF FALL COATS & SUITS Misses, junior and petite Fall coats and suits. By invitation only. <u>Showing at 9:30 A.M.</u> Publicity: Sandy Pitofsky, CO. 5-4260.	FINGER & RABINER, INC.	512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR
Friday June 3 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION Revillon's new fur collection. By invitation. Contact: Mr. W.C. Paige, PL. 9-5504. Trade thereafter by appointment. Contact: LO. 5-5832.	REVILLON WHOLESALE, INC.	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Friday June 3 8:00 P.M. Dinner	TESTIMONIAL DINNER FOR ELIZABETH FAIRALL Celebration to honor 50 years of service of Elizabeth Fairall, Vice-Pres., Julius Garfinckel & Co., Washington, D.C. Chairman: Dorothy Shaver. Tickets: \$25.00 per person. Contact: Julia Raymond, 498 7th, CH. 4-1542.	LEADING RETAILERS & MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Monday June 6 8:30 A.M. Breakfast	PREVIEWS OF FALL COLLECTION Four previews-- <u>June 6: 8:30 A.M. &amp; 12:00 Noon; June 7: 8:30 A.M. &amp; 12:00 Noon.</u> By invitation only. <u>Daily breakfast for the trade, beginning Wed., June 8 at 8:30 A.M.; showing at 9:15 A.M.</u> Contact: Lee Weber, CH. 4-4587.	CAROLYN SCHNURER, INC.	1410 BROADWAY SHOWROOM - 23RD FLOOR
Monday June 6 9:30 A.M. Breakfast	PREVIEW: FALL RAINWEAR & RAINWEAR ACCESSORIES Fall collection of rainwear and accessories. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	HELEN VAN VLIET (525 SEVENTH AVENUE)	DUNHALL'S GRILL 1440 BROADWAY
Monday June 6 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Fall collection of dresses, suits and costumes. By invitation. <u>Trade thereafter at 1:00.</u> Contact: LO. 3-0988. Publ: Gladys Steiner, MU. 9-1630.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday June 6 10:30 A.M.	PREVIEW OF FALL COLLECTION Designed by Claire Newman. Commentator: Bess Myerson. By invitation. Daily at 10:30. Contact: Sanford Abelson, PE. 6-0151.	CAMEO EVENING FASHIONS; 5:30 P.M. FASHIONS	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 6 12:00 Noon Luncheon	PRESS PREVIEW: FALL LINGERIE AND HOSIERY Luxite lingerie and hosiery preview. By invitation. Publ: Rita Jane Lysen, at Daniel J. Edelman, 440 Merchandise Mart, Chicago 54. Contact: George M. Hawes at Holeproof Hosiery Co., 330 Fifth Ave., OX. 5-5880.	LUXITE LINGERIE & HOSIERY (330 FIFTH)	HOTEL AMBASSADOR DIPLOMAT SUITE
Monday June 6 12:00 Noon	OPENING OF FALL & WINTER COLLECTION "Things Look Good For Fall"--coat and suit collection. (Show followed by luncheon). By invitation only. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO., INC.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Monday June 6 12:00 Noon Box Lunch	OPENING OF FALL DRESS COLLECTION Lanz Originals will present their Fall collection of junior daytime and cocktail dresses and separates. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Monday June 6 12:30 P.M.	SHOWING OF TRANSITIONAL COTTONS Saks 34th will present transitional cotton dresses, separates and suits. Press invited. Open to public. Publ: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Beginning Monday June 6 2:30 P.M.	MISSES & PETITES FALL COLLECTION Varden Petite collection; introducing misses line, designed by Patrick. By reservation. Daily at 2:30. Contact: Muriel Morris, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday June 6 4:00 P.M. Cocktails	PREVIEW: FALL SEPARATES COLLECTION Showing of Bellociano's Fall separates collection, designed by Joset Walker. By invitation only. Contact: Peggy Cantor, LA. 4-2036.	BELLOCIANO, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Monday June 6 4:30 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: WOOL FABRICS FOR FALL The Wool Bureau will present a press showing of wool fabrics for Fall 1955, featuring wool colors, textures and weights of key importance for the coming season. By invitation. Contact: Betty Tanner, PL. 7-5092. <u>On</u> <u>June 7, 8, 9, 10, from 8:30 A.M. to 6:00 P.M., show open to buyers, fashion</u> <u>coordinators and merchandise managers. Contact: Toni Robin, PL. 7-5092.</u>	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	HOTEL NEW YORKER PARLORS "E" & "H"

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, JUNE 6</u>			
Sport-Craft, Inc. . . .	2:30 P.M. . . . .	550 7th, LA. 4-9724	
<u>TUESDAY, JUNE 7</u>			
Adler & Adler, Inc. . . .	10:30 A.M. . . . .	550 7th, BR. 9-9600	
Kane-Weill. . . . .	10:30 A.M. . . . .	498 7th, LO. 5-3041	
<u>WEDNESDAY, JUNE 8</u>			
David M. Goodstein, Inc. . . .	10:30 A.M. . . . .	498 7th, LA. 4-2577	
Davidow . . . . .	10:30 A.M. . . . .	550 7th, PE. 6-6909	
<u>THURSDAY, JUNE 9</u>			
Zoltan-Rosenberg Co. . . .	2:30 P.M. . . . .	550 7th, LA. 4-6691	

Beginning Monday June 6	OPENING: FALL COAT & SUIT COLLECTION Max Milstein's Fall collection at continuous showings. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 6	PRESS PREVIEW OF FALL COLLECTION Preview for resident buyers and press of the 80th Anniversary Fall collection of fashion jewelry and boutique gifts. Contact: MU. 5-7390.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday June 6	OPENING OF JUNIOR SEPARATES FOR FALL "Country Boutique"--City Squire Fall junior separates in highland colors and textures, designed by Stella Landre. Contact: Mary Balabus, LO. 4-5537.	ILENE RICKY, INC.	1407 BROADWAY SHOWROOM - 7TH FLOOR
Beginning Monday June 6	OPENING OF FALL COAT COLLECTION Originala's Fall coat collection. By appointment. Contact: BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Beginning Monday June 6	SCARVES, STOLES, NECKWEAR FOR FALL Scarves, stoles, collars, shrugs, novelties and imports from Europe and India by Baar & Beards. Publ: Peggy O'Grady, 161 E. 37 St., MU. 9-5725.	BAAR & BEARDS (TOP-HIT)	15 WEST 37TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday June 6	OPENING OF FALL COLLECTION Showing of scarfs, stoles, cardigans, Glen-Tees T-shirts, neckline novelties. By appointment. Publ: Ann R. Silver Assoc., 551 5th, MU. 7-8654.	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

MONDAY, JUNE 6

Ben Barrack, Inc. . . . Continuous Daily . . . . . 498 7th, LO. 4-3923

TUESDAY, JUNE 7

Rudolf Gowns . . . . . 9:00 A.M. . . . . 530 7th, WI. 7-6865  
 Ben Reig, Inc. . . . . 10:00 A.M., Tues., Wed., Thurs. . . . . 498 7th, CH. 4-1542  
 Herbert Sondheim, Inc. . . . . 10:30 A.M. . . . . 530 7th, LA. 4-7540  
 A. Goodman & Co., Inc. . . . . 10:30 A.M. & 1:30 P.M. . . . . 530 7th, WI. 7-4077  
 Jack Horwitz Assoc. . . . . 10:30 A.M. & 3:00 P.M. . . . . 498 7th, LO. 4-1860  
 Hannah Troy, Inc. . . . . 1:00 P.M. . . . . 530 7th, LO. 3-0988  
 David Levine Co. . . . . 2:30 P.M. . . . . 530 7th, LA. 4-0237  
 Paul Parnes Corp. . . . . 2:30 P.M. . . . . 498 7th, CH. 4-4600  
 Suzanne-Augustine, Inc. . . . . 2:30 P.M. . . . . 1 W. 47th, PL. 7-3465  
 Samuel Winston, Inc. . . . . 4:30 P.M., thereafter 4:00 P.M. . . . . 530 7th, CH. 4-2617  
 Martin Simon, Inc. . . . . Continuous Daily . . . . . 498 7th, LA. 4-2877

WEDNESDAY, JUNE 8

Frank Starr, Inc. . . . . 1:00 P.M. . . . . 530 7th, LA. 4-7690  
 Grabois . . . . . 1:00 P.M. & 4:00 P.M. . . . . 498 7th, CH. 4-2767  
 Nat Kaplan, Inc. . . . . 1:15; Thereafter 10:30, 1:15, 4:00 . . . . . 498 7th, LO. 5-4115  
 Larry Aldrich Co., Inc. . . . . 2:30 P.M. . . . . 530 7th, CH. 4-1872  
 Harvey Berin, Ltd. . . . . 4:00 P.M.; thereafter 1:00 & 4:00 . . . . . 530 7th, PE. 6-0206

THURSDAY, JUNE 9

William Fox, Inc. . . . . 1:00 P.M. . . . . 530 7th, OX. 5-4070

FRIDAY, JUNE 10

Ed Gerrick, Inc. . . . . 2:30 P.M. . . . . 550 7th, LO. 4-1820  
 Contact: Leonard W. Gendler, Exec. Secy., 1440 Broadway, CH. 4-6945.

Tuesday June 7 8:45 A.M. Breakfast	BREAKFAST CLINIC & "SEPTEMBER" ISSUE FASHIONS Fall fashions from the September issue. Admission by ticket, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE HOTEL AMBASSADOR PARK AVE. & 51ST ST.
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday June 7 10:00 A.M.	FALL & WINTER LINGERIE SHOWING Fall and Winter 1955 nylon tricot collection. By appointment. <u>Showings at 10:00, 11:00, 2:30, 3:30.</u>	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM
Tuesday June 7 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Christian Dior-New York Fall collection. Trade opening at 2:30; also June 9, 14, 15, 17 at 2:30. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
Beginning Tuesday June 7 10:30 A.M.	OPENING OF FALL COLLECTION Showing of dresses and costume suits, designed by Mr. Norman. Continuous showings. For appointments, contact: Alice Schneider, LO. 4-7940.	MILAN PEZZUTO, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday June 7 10:30 A.M.	OPENING: LINGERIE COLLECTION FOR FALL Showings--June 7, 8, 9 (10:30 & 2:30); June 10 at 8:45 A.M. for fashion coordinators; week of June 13 (10:30 & 2:30); June 20, 21, 22 (10:30 only). Contact: Rona Monell or Cliff Jensen, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE SHOWROOM
Tuesday June 7 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Fall cocktail and evening fashions. By invitation. Contact: Bill Laird, CH. 4-4195.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM <u>Daily at 10:30 A.M.</u>
Beginning Tuesday June 7 11:00 A.M.	OPENING OF FALL COLLECTIONS <u>Arkay</u> Junior Frocks at 11:00 (thereafter 11:00 & 3:00); <u>Anne Fogarty</u> of Margot, Inc. at 2:00 (thereafter 10:00 & 2:00); <u>Rappi</u> of Junior Formals at 4:00 (thereafter 11:30 & 4:00). Contact: Virginia Cummings, LO. 5-2626.	ARKAY; MARGOT; JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOM - 19 & 20
June 7- June 10 11:30 A.M. & 4:00 P.M.	OPENING: JOBERE COLLECTION FOR FALL Donn Auten design cocktail and short evening dresses. By invitation only. Contact: PE. 6-1938. Publicity: Laurel Cutler, TR. 9-6310.	SPEAKER & GABER	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 7 11:45 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Daily at 11:45 A.M. Contact: BR. 9-5100. Publ.: Laurel Cutler, TR. 9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 7 12:00 Noon Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION Fall collection of casual dresses and ensembles. By invitation. Continuous daily. Publicity: Margaret Hodge, BR. 9-2643.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 7 12:00 Noon	FALL COLLECTION BY MOLLIE PARNIS Showing of Fall collection daily at 12:00 Noon. Contact: BR. 9-5014.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday June 7 12:00 Noon Luncheon	PRESS PARTY TO INTRODUCE NEW PRODUCT Mr. R.N.W. Harris, president of The Toni Company, will invite the press to preview a new product during luncheon. By invitation only. Contact: Marion Hammon, The Toni Company, Merchandise Mart, Chicago, Illinois.	THE TONI COMPANY	HOTEL AMBASSADOR TRIANON ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 7 12:30 P.M. Luncheon	PREVIEW OF NEW BRA COLLECTION Luncheon preview of all-elastic bras. By invitation only. Contact: Lewin, Williams & Saylor, 40 E. 49 St., MU. 8-6200.	BREATHINBRA (389 FIFTH AVE.)	ST. REGIS HOTEL MAISONETTE ROOM
Beginning Tuesday June 7 1:00 P.M.	OPENING OF ALL DRESS COLLECTION Dress collection designed by Miss Lee Evans; June 7-10 at 1:00 P.M. By invitation. Showing also, June 13-16. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday June 7 1:00 P.M.	OPENING OF FALL COLLECTION Fall collection daily at 1:00 P.M. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 7 1:15 P.M.	FALL COLLECTION BY GÖTHE Evening and cocktail fashions for Fall. Publ.: Nona James, MU. 5-4843.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday June 7 2:00 P.M.	OPENING OF FALL COAT & SUIT COLLECTION Bellciano and Belliciette coats and suits and small groups designed by Paquin and Jacques Heim. Contact: Peggy Cantor, LA. 4-2036.	DAVE ELLSEY CO., INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FL.
Tuesday June 7 2:00 P.M.	OPENING OF FALL COAT & SUIT COLLECTION Fall coat and suit collection at 2:00 P.M. daily. Contact: PE. 6-8130.	HANDELSMAN & RAIFFE, INC.	205 WEST 39TH ST. SHOWROOM
Tuesday June 7 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. <u>Daily at 2:30 P.M.</u> Publ.: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Fall collection 2:30 P.M. daily. By reservation. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday <del>June 7</del> 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Fall dresses, designed by Betty Carol. By invitation. <u>Daily showings at</u> <u>2:30 P.M.</u> Contact: Irving Manners, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130. <i>Betty Whitman</i>	MAM'ELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL. <i>Continuing</i>
Tuesday June 7 2:30 P.M.	PRESS PREVIEW: FALL FUR COLLECTION By invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	BEN KAHN, INC.	150 WEST 30TH STREET SHOWROOM
Tuesday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Showing of Fall collection at 2:30 P.M. daily. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FL.
Tuesday June 7 3:00 P.M.	OPENING OF FALL COLLECTION Showing of Fall collection, designed by Madeleine Fauth. <u>Daily showings</u> <u>thereafter, 11:00 and 3:00.</u> Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU", INC.	1400 BROADWAY SHOWROOM - 11TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 7 4:00 P.M. Cocktails	PRESS PREVIEW: FURS BY RALPH MARANO Russels will present their Fall 1955 wholesale fur fashions by Ralph Marano, By invitation only, Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	390 FIFTH AVENUE WHOLESALE - 9TH FLOOR
Tuesday June 7 4:00 P.M.	NINETEENTH ANNUAL COLLEGE CLINIC Back-to-school fashions from August college issue. By invitation, for official tie-in stores. Contact: Ninki Hart, Promotion Dept., PL. 9-2080.	MADemoiselle MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON ASTOR GRAND BALLROOM
Beginning Tuesday June 7 4:00 P.M.	OPENING OF FALL COLLECTION Dresses, costumes and suits at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene, 10 East 39th St., MU. 3-1150 or PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 7 4:30 P.M. Cocktails	PREVIEW: FALL DRESS & SEPARATES COLLECTIONS "Young Viewpoint" dresses and "Kaye Greer" separates, designed for half-sizes. By invitation. Publicity: Saul Kreig Associates, PL. 3-1543.	GINSBURG & ABELSON	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Tuesday June 7 5:00 P.M.	PREVIEW: FALL COUTURE, BOUTIQUE COLLECTIONS By invitation. Trade at 10:30 A.M.-June 8, 10, 14, 16. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Fall collection of cocktail, formal and date dresses. Contact: WI. 7-9472.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Tuesday June 7	OPENING: FALL AND HOLIDAY COLLECTION Informal showings to press and retailers. Contact: OR. 9-0192.	SCHIAPARELLI LINGERIE	210 MADISON AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday June 7	FORMAL FASHIONS BY TED SHORE Youthful formals for Fall, designed by Ted Shore. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Daytime, cocktail and evening fashions, shown daily. Contact: PL. 8-2014.	MARY BLACK	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Wednesday June 8 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Fall collection of couture coats and suits. By invitation. <u>Daily showings at 10:30 A.M.</u> Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 8 12:00 Noon Champagne	FALL COLLECTION DESIGNED BY ESTEVEZ Preview of Grenelle's Fall cocktail and evening fashions, designed by Estevez. By invitation. <u>Daily showings, 12:00 Noon.</u> Contact: LO. 4-5820.	GRENELLE	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 8 12:30 P.M. Luncheon	PREVIEW OF FALL BLOUSE COLLECTION Alice Stuart will preview her Fall blouse collection. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	ALICE STUART, INC.	WALDORF-ASTORIA EMPIRE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday June 8 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Fall dresses, coats and suits, designed by Anne Klein, at 1:00 P.M. and 4:00 P.M. daily. Contact: Miss Ellen, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 8 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE Brigance's Fall collection of blouses, separates and dresses. By invita- tion. <u>Trade from June 9 at 2:30 P.M.</u> Contact: Julie Isles, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION Costume suits, daytime, cocktail dresses at 2:30 daily. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FL.
Wednesday June 8 3:00 P.M.	OPENING OF FALL DRESS COLLECTION Opening of Fall dress collection for the 5-feet-5 or under, with daily showings at 3:30 P.M. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 11TH FL.
Wednesday June 8 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of Greta Plattry's Fall collection of separates and sportswear. By invitation. Continuous daily. Publ.: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 8 4:00 P.M.	OPENING: FALL COLLECTION BY KASPER Fall collection by Kasper at continuous showings. Contact: CH. 4-3914.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM
Thursday June 9 8:45 A.M.- 2:00 P.M.	FALL FASHION CLINIC & EXHIBIT For retail executives, resident buyers, textile firms, advertising agencies, by reservation only. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL SHERATON ASTOR GRAND BALLROOM
Thursday June 9 9:00 A.M. Breakfast	PREVIEW: LEATHER & SUEDE FASHIONS Samuel Robert will present his Fall fashions in leather and suedes. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Thursday June 9 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Contact: Martin Nelson, EL. 5-5540.	TINA IESER	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday June 9 11:30 A.M.	OPENING OF FALL DRESS COLLECTION Afternoon, cocktail, evening fashions--11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Thursday June 9 12:30 P.M. Luncheon	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Press showing of Leo Ritter's Fall and Winter fur collection. By invita- tion. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA BALLROOM
Thursday June 9 1:00 P.M.	PREVIEW: FALL DRESSES BY ALAN PHILLIPS By invitation. <u>Daily at 1:00 P.M.</u> Publ.: Ken R. Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 9 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation, <u>Daily at 1:00 P.M.</u>	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR Publ.: Mildred Kaldor, MU. 9-5420.
Thursday June 9 2:30 P.M.	OPENING OF FALL COLLECTION Fall collection June 10 at 10:30 and 2:30; June 14, 15, 16 at 2:30 P.M. By invitation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 9 2:30 P.M.	OPENING OF FALL COLLECTION Showings from June 9-17 at 2:30 P.M. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday June 9 2:30 P.M.	FALL COLLECTION BY CEIL CHAPMAN Showing at 2:30 P.M. daily. By invitation. Publ.: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday June 9 4:00 P.M.	OPENING OF FALL COLLECTION Daytime, afternoon and cocktail fashions. Contact: Dick Collins, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Friday June 10 9:00 A.M. Breakfast	PREVIEW OF BRANELL FALL COLLECTION Press preview of Fall collection. By invitation. <u>Trade showings beginning Thurs., June 9 at 2:30 P.M.</u> Publicity: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday June 10 10:00 A.M.	SHOWING OF "THE HARPER'S BAZAAR LOOK" Preview of fashions from the Harper's Bazaar August issue. By invitation only for tie-in stores. Contact: Berta MacDonald, PL. 1-2100.	HARPER'S BAZAAR	HOTEL AMBASSADOR BALLROOM & TRIANON
Friday June 10 11:00 A.M.	PREVIEW OF FALL COLLECTION <u>Trade showings June 13, 14, 15, 20, 22 at 10:30 A.M.</u> By invitation only. Publicity: Marian C. Mitchell at B. H. Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 10 11:00 A.M.- 1:00 P.M.	INTRODUCTION OF NEW CORSET DESIGN Open House for press to meet M. Henri Perrier who will introduce a new corsetry concept. By invitation. Publ.: Gertrude Sachs, PL. 8-2400.	TRU BALANCE CORSET, INC. (LA GAINÉ SCANDALE)	136 MADISON AVENUE (32ND ST.) - 12TH FL.
Monday June 13- June 17	CORSET & BRASSIERE FALL MARKET WEEK Contact: Mary Osborne, Corset and Brassiere Ass'n, 200 Madison, LE. 2-9440.	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
Monday June 13 10:30 A.M. & 11:00 A.M.	OPENING OF FALL COLLECTIONS Showing of Sam Friedlander's cocktail and evening dresses at 10:30 A.M. and Separables at 11:00 A.M. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Monday June 13 2:30 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Féminité Collection"--Fredrica Furs (Arthur Schwartz, designer) custom furs. By invitation. <u>Trade from June 14 at 10:00 A.M.</u> By appointment. Contact: CH. 4-8686.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 13 4:00 P.M.	PRESS PREVIEW: FALL FUR COLLECTION Cocktail Preview of Fall furs, By invitation.	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM Contact: LO. 4-4980.
Monday June 13 5:00 P.M.- 7:00 P.M.	PREVIEW: FALL BRAS & READY-TO-WEAR FASHIONS Fall fashions by leading designers with new Fall Maiden Form bras. By invitation only. Publicity: Inez Foster at Maiden Form, OR. 9-0111.	MAIDEN FORM BRASSIERE CO. (200 MADISON AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Monday June 13 5:00 P.M.- 7:00 P.M.	PREVIEW OF LINGERIE GLOVES & HOSIERY Kayser's 75th Anniversary Jubilee, with showing of lingerie designed by John Norman; also, gloves and hosiery. By invitation. Kayser contact: Merry Chisholm, PE. 6-3700. Publicity: Ray Josephs at Publicity Consultants, PL. 5-2200.	JULIUS KAYSER & CO. (500 FIFTH AVENUE)	HOTEL PIERRE BALLROOM
Beginning Monday June 13	OPENING OF FALL JEWELRY COLLECTION Opening of Fall collection of Coro and Corocraft fashions in jewelry. By appointment only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday June 13	OPENING OF FALL & WINTER COLLECTION Showing of Trifari's Fall and Winter jewelry collection. By appointment only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
June 13- June 24	"FUR MARKET TIME" SPONSORED BY ASSOCIATED FUR MFERS. INC. (Show June 9, 1:30 P.M., Governor Clinton Hotel, by Fur Travelling Salesmen's Ass'n.) Contact: Alice Regensburg at Lynn Farnol, 1270 6th Ave., JU. 6-5777.		
Tuesday June 14 8:45 A.M. And 12:00 Noon	ANNUAL SHOWING OF FOUNDATION FASHIONS "Partners in Fashion"--foundation fashions at two showings--8:45 A.M. breakfast (showing 9:30 A.M.); 12:00 Noon luncheon (showing 1:00 P.M.) Admission by ticket. Publ. Marion Sherwood, 200 Madison Ave., MU. 3-1194.	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL SHERATON ASTOR BALLROOM
Tuesday June 14 11:30 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS Designed by Sophie, in collaboration with Stephen Erklin. By invitation only. Sophie Publ.: Grace de Mun, PL. 3-4000, Ext. 7064 or RE. 7-4206.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday June 14 10:30 A.M.& 2:30 P.M.	OPENING: FALL COATS AND SUITS Showing of Fall coats and suits; also, adaptations of imports from Italy, France and Spain. Contact: Marie Altheimer, LO. 4-0180.	CARLANE, INC.	512 SEVENTH AVENUE SHOWROOM - 12TH FL.
Tuesday June 14 11:30 A.M.& 3:30 P.M.	PREMIERE OPENING OF COCKTAIL FASHIONS Cocktail dresses, designed by Gaston Mallet. Daily at 10:00-12:00 & 2:00-4:00. By reservation. Contact: Mr. Bus Siegenfeld, BR. 9-2680.	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FL.
Tuesday June 14 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Fall dress collection June 14--2:30; June 15--10:30 and 2:30; June 16--2:30. Press and trade by reservation. Contact: Herman Seigenfeld, LA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FL.